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The Vision Council Takes Action in Washington to Champion Vision Care Access and Vision Industry Stability

Alexandria, VA – May 9, 2025 – The Vision Council is taking action on Capitol Hill to advocate for practical, pro-business solutions that preserve access to vision care and support the continued success of the optical industry in the face of evolving trade and regulatory challenges.

As tariff and regulatory changes impact the affordability of eyecare products and services, The Vision Council's Government and Regulatory Affairs team is actively engaging with lawmakers to represent the interests of its members. Through dozens of meetings with key policymakers including members of the House Committee on Energy and Commerce, House Ways and Means Committee, Senate Commerce Committee, and senior officials at the White House, The Vision Council is addressing critical concerns, including:

- The impact of reciprocal tariffs and additional duties on Chinese imports;
- Incentives for reshoring manufacturing in or closer to the United States;
- Expiration of essential tax provisions for businesses;
- Lack of clarity around Federal Trade Commission guidance on "Made in USA" labeling;
- Inconsistencies in regulatory treatment of Class 1 medical devices by the FDA and the U.S. Trade Representative (USTR);
- The lapsed Generalized System of Preferences (GSP) program, which previously allowed duty-free treatment for many imports from developing nations.

"This is a critical time for The Vision Council to relay these messages and establish us as the voice of the industry," said **Ashley Mills, CEO of The Vision Council** in a recent letter to members. "We've been active on Capitol Hill and are making inroads with members across the House of Representatives, the Senate, the USTR, and the National Economic Council."

Recent Advocacy Highlights:

- A strategic meeting at the White House with Robin Colwell, Deputy Assistant to the President and Deputy Director of the National Economic Council, where representatives from The Vision Council and its member companies emphasized the public health and economic benefits of accessible vision care across all sectors of the industry.
- Engagement with Senator Roger Marshall (R-KS) about optical industry priorities in anticipation of the upcoming FY2025 budget reconciliation package, supported by [VisionPAC](#) advocacy.
- A Capitol Hill visit facilitated through The Vision Council's [Congressional Connections](#) initiative, spotlighting Ken Bradley, President & CEO of Eschenbach Optik of America, Inc., who discussed real-world challenges with his Congressional representatives,

including Rep. Jim Himes (D-CT), Senator Chris Murphy (D-CT), and staff members from the offices of Rep. John Larson (D-CT), Rep. Rosa DeLauro (D-CT), Senator Richard Blumenthal (D-CT), and Rep. Jahana Hayes (D-CT).

- Ongoing dialogue and meetings to discuss industry priorities with more than 20 congressional offices, including those of Senator Raphael Warnock (D-GA), Rep. Mike Casey (R-OH), Rep. Kathy Castor (D-FL), Rep. Ben Cline (R-VA), Rep. Julia Letlow (R-LA), Rep. Mark Alford (R-MO), and Rep. Suzan DelBene (D-WA), among others.

Resources for the Industry

In addition to its advocacy, The Vision Council offers a suite of resources to help members respond to the ongoing impacts of trade and tariff policy.

- **[Latest Tariff Developments](#)**: Ongoing updates on policies and actions affecting the optical industry.
- **[Tariff Dashboard](#)**: A simulator available to members of The Vision Council that models the financial implications of tariffs on imports.
- **[Industry Resources & Guidance](#)**: Country-specific duty explanations, archived webinar recordings, and more.

Get Involved

The Vision Council invites all members to join this vital advocacy effort. **[VisionPAC](#)** plays a pivotal role in ensuring vision care is recognized as essential healthcare and continues to build relationships with leaders in Congress.

For more information or to get involved, members can contact **[Omar Elkhatab](#)**, Senior Manager of Government Relations, or **[Rick Van Arnam](#)**, Regulatory Affairs Counsel.

Learn more about the tools and updates available to members at **www.thevisioncouncil.org**.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives.